

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm) PHILADELPHIA

Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office ()

Product BARACK OBAMA 60S WASHINGTON, DC 20007 Salesperson () ANJIE BRADY

Estimate# 1775 Agency C/P1/P2/E 95/101/1775 Salesperson Phone# 215-567-6005

Buyer Dan Nagelberg Flight Dates 09/15/2012 - 09/21/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 54,100
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	9A-10A	TODAY SHOW 2	:60	\$600.00	09/17-09/21	5	1	5	\$3,000.00	
	2	M-F	10A-11A	TODAY SHOW 3	:60	\$250.00	09/17-09/21	5	1	5	\$1,250.00	
	3	M-F	12P-1P	WAVY NEWS 10 @ NOON	:60	\$150.00	09/17-09/21	5	1	5	\$750.00	
	4	M-F	4P-5P	ANDERSON COOPER	:60	\$350.00	09/17-09/21	5	1	5	\$1,750.00	
	5	M-F	7A-9A	TODAY SHOW	:60	\$1,400.00	09/17-09/21	5	1	5	\$7,000.00	
	6	M-F	5P-530P	WAVY NEWS 10 @ 5PM	:60	\$700.00	09/17-09/21	5	1	5	\$3,500.00	
	7	M-F	530P-6P	WAVY NEWS 10 @ 530PM	:60	\$1,400.00	09/17-09/21	5	1	5	\$7,000.00	
	8	M-F	7P-730P	ENTERTAINMENT TONIGHT	:60	\$1,200.00	09/17-09/21	5	1	5	\$6,000.00	
	9	M-F	730P-8P	THE INSIDER	:60	\$1,200.00	09/17-09/21	5	1	5	\$6,000.00	
	10	TU	8P-9P	AMERICA'S GOT TALENT ENCORES	:60	\$2,400.00	09/18-09/18	1	1	1	\$2,400.00	
	11	W	8P-9P	THE VOICE	:60	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	

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Rep Firm
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	12	M-F	6A-7A	NEWS	:60	\$1,400.00	09/17-09/21	5	1	5	\$7,000.00	
	13	M-F	135A-205A	CARSON DAILY	:60	\$50.00	09/17-09/21	1	1	1	\$50.00	
	14	M-F	6P-630P	NEWS	:60	\$1,600.00	09/17-09/21	4	1	4	\$6,400.00	

---REPORT TOTALS---

Report Totals: 57 / \$54,100.00

---SALES MONTHLY TOTALS---

Sep 12: 57 / \$54,100.00
Sales Totals: 57 / \$54,100.00
Station Totals: 57 / \$54,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$235,217	CATV 0%	WAVY 23%	WGNT 7%	WPXV 0%	WTKR 22%
		WTVZ 6%	WVBT 14%	WVEC 28%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

EC'd Yes
Last Received: 09/14/2012 1:46 PM
Showing Buylines: All Lines

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